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We claim:

1. A method of delivering information across a computer network, comprising the steps of:
 - receiving a request from a client program for user-selected information;
 - transmitting provider-selected information in response to the request if no qualifying provider-selected message has been previously transmitted to the client program.
2. An apparatus for delivering information across a computer network, comprising:
 - a computer network;
 - an information server for receiving a request for user-selected information from a client program;
 - the server being configured to transmit provider-selected information in response to the request if no qualifying provider-selected message has been previously transmitted to the client program.
3. A method of delivering information across a computer network, comprising the steps of:
 - receiving a request from a client program for user-selected information;
 - transmitting provider-selected information in response to the request if no qualifying provider-selected message has been transmitted to the client program within at least one provider-selected interval.
4. An apparatus for delivering information across a computer network, comprising:
 - at computer network;
 - an information server for receiving a request for user-selected information from a client program;

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the server being configured to transmit provider-selected information in response to the request if no qualifying provider-selected message has been previously transmitted to the client program within at least one provider-selected interval.

5. The method of claim 1, wherein said request from a client program is by means of the Hypertext Transport Protocol.

6. The method of claim 1, further comprising the steps of:
transmitting the user-selected information if a qualifying provider-selected message has been previously transmitted to the client program.

7. A method of delivering information across a computer network, comprising the steps of:
receiving a request from a client program for user-selected information;
transmitting provider-selected information in response to the request if no qualifying provider-selected message has been previously transmitted to the client program;
the provider-selected information causing the client program to transmit a second request for user-selected information.

8. An apparatus for delivering information across a computer network, comprising:
a computer network;
an information server for receiving a request for user-selected information from a client program;
the server being configured to transmit provider-selected information in response to the request if no qualifying provider-selected message has been previously transmitted to the client program;

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the provider-selected information causing the client program to transmit a second request for user-selected information.

9. The method of claim 7, further comprising the step of: transmitting the requested user-selected information in response to the second request for user-selected information.

10. A method of delivering information across a computer network, comprising the steps of:

receiving an HTTP GET request from a client program for user-selected information;
transmitting from a server a provider-selected information in response to the HTTP GET request;

the provider-selected message causing the client program to transmit an HTTP POST request;

transmitting the user-selected information in response to the HTTP POST request.

11. The method of claim 10, wherein: wherein said HTTP POST request includes a referrer header containing a URL for the server.